



Today's Speak Easy

RENEW YOUR LICENSE ON-LINE BY TRICIA CURRIER

Washington State Liquor Control Board

Today's technology allows us to do a significant amount of business on-line. To provide this convenience to our liquor licensees, staff of the Liquor Control Board teamed with the Department of Licensing to enable licensees to renew their licenses on-line.

The on-line renewal project will be implemented in phases beginning this November. The first phase involves those liquor licenses that expire in December 2003 and are one of the following license types:

- Domestic Winery <250,000 Liters
- Domestic Winery > 249,999 Liters
- Wine Distributor
- Beer/Wine Gift Delivery
- Beer/Wine Specialty Liquor Agency
- Beer/Wine Specialty Shop
- Grocery Store Beer/Wine
- Grocery Store Restricted Fortified Wine
- Restaurant Beer Only
- Restaurant Beer Only – Concession
- Restaurant Beer Only – Racetrack
- Restaurant Beer Only – Taproom
- Restaurant Wine Only
- Restaurant Wine Only – Taproom
- Restaurant Beer & Wine
- Restaurant Beer & Wine – Ferry Boat
- Restaurant Beer & Wine – Taproom
- Motel with Honor Bar in Rooms
- Private Club – Beer/Wine
- Private Club – Spirits/Beer/Wine
- Snack Bar Beer
- Snack Bar Beer – Concession
- Tavern – Wine
- Tavern – Beer/Wine

In November, the above eligible licensees will receive instructions on how to file on-line along with their renewal notice. The Instructions will include the URL of the web site (www.dol.wa.gov/renew) plus a unique password code needed to properly identify their license account. The next phase will begin in June 2004 and will allow the following liquor license types to renew online:

- Spirits/Beer/Wine Restaurant Lounge +
- Spirits/Beer/Wine Restaurant Lounge + Seasonal
- Spirits/Beer/Wine Restaurant Lounge -
- Spirits/Beer/Wine Restaurant Lounge – Seasonal
- Spirits/Beer/Wine Restaurant Convention Center +
- Spirits/Beer/Wine Restaurant Convention Center -
- Spirits/Beer/Wine Restaurant Airport Bar -
- Spirits/Beer/Wine Restaurant Hotel Liquor/Bottle +
- Spirits/Beer/Wine Restaurant Hotel Liquor/Bottle -
- Spirits/Beer/Wine Restaurant Nonpublic +
- Spirits/Beer/Wine Restaurant Nonpublic -
- Spirits/Beer/Wine Restaurant Service Bar +
- Spirits/Beer/Wine Restaurant Service Bar -
- Spirits/Beer/Wine Restaurant Ship/Lounge +
- Spirits/Beer/Wine Restaurant Ship/Lounge -
- Public House - Restaurant
- Sports Entertainment Facility

As soon as necessary programming can be accomplished in 2004, both Catering and Off Premises licensees also will be able to renew on-line. In addition to providing paperless filing for the licensee, payment can be made on-line by either a Visa or Master Card credit or debit card with no extra fee to file on-line. We'll keep you posted on new developments.

KOREAN LANGUAGE CLASSES OFFERED BY TRICIA CURRIER

The Liquor Control Board routinely conducts licensee briefings and I.D./over-service classes throughout the state. These classes teach licensees how to check I.D. and spot counterfeit licenses. Over-service training shows licensees how to spot signs of intoxication and provides advice on how to refuse service to an intoxicated person.

The Olympia Enforcement Office has begun a new program offering these classes in Korean. The first class was held Sept. 24 and was deemed a success by all who attended. Future classes will be held at 10 a.m. on the fourth Wednesday of each month. The next class is Oct. 22. Call (360) 753-6271 to make an appointment. The Olympia Enforcement Office is at 2420 Bristol Court SW, Ste 102.

Statewide Responsible Liquor and Tobacco Sales Classes

Location	Date(s) and Time(s)	Phone
BELLINGHAM 1720 ELLIS ST STE 210 2ND FLOOR 98225-4600	2nd Wednesday, 10:00 a.m.	360-676-2073
BREMERTON WASHINGTON MUTUAL BUILDING 500 PACIFIC AVE SUITE 501 98337-1917	2nd Wednesday, 11:00 a.m.	360-478-4500
EVERETT 909 SE EVERETT MALL WY SUITE D-480 98208-3745	<u>OFF-PREMISES</u> 1st Wednesday, 9:30 a.m. <u>ON-PREMISES</u> 3rd Wednesday, 1:30 p.m.	425-513-5114
KENNEWICK 4310 West 24th Ave Ste 2D 99338-1963	1st Monday, 10:00 a.m. 3rd Monday, 10:00 a.m.	509-734-7170
OLYMPIA 2420 BRISTOL CT SW SUITE 102 98504-3095	1st Wednesday, 3:00 p.m. 3rd Wednesday, 3:00 p.m. <u>KOREAN LANGUAGE CLASS:</u> 4th Wednesday, 10:00 a.m.	360-753-6271
SEATTLE 4401 E MARGINAL WAY S 98134-9947	2nd Wednesday, 1:00 p.m. 3rd Wednesday, 1:00 p.m.	206-464-6094
SPOKANE 1303 W BROADWAY 99201-2053	1st Wednesday, 1:30 p.m. 3rd Wednesday, 9:30 a.m.	509-625-5513
TACOMA ROBERSON BUILDING 6240 TACOMA MALL BLVD 98409-6819	1st Tuesday, 10:00 a.m. 3rd Tuesday, 10:00 a.m.	253-471-4589
VANCOUVER 12501 NE 99 ST, Suite A-100 98682-2416	1st Wednesday, 10:00 a.m. 3rd Wednesday, 10:00 a.m.	360-260-6115
WENATCHEE 100 9TH ST 98801-1505	3rd Tuesday, 10:00 a.m.	509-662-0408
YAKIMA 1222 SOUTH 1ST ST 98901-3501	4th Thursday, 1:30 p.m.	509-575-2763

RETAIL LIQUOR ADVERTISING BY TRICIA CURRIER

Every business strives to develop new ways to draw in customers or promote special offerings. However, licensees must be careful to comply with the rules governing the promotion of alcohol-related products. The following tips may assist you.

Advertising prices

Retailers may not advertise “free” or “complimentary” liquor or use any slogan that promotes the over-consumption of liquor. Examples include “two for the price of one,” “buy one/get one free,” “four for \$4,” or other wording that requires the customer to purchase more than one drink in order to get a reduced price.

Retailers may advertise specific brands and prices and may offer “Happy Hour.”

Retailers may also offer package deals, bundling food and drink into a single menu price. For example, “Included with your meal is a beverage of your choice,” “Dinner includes a bottle of wine.” However, the cost of the meal must cover the cost of the alcoholic beverage. Advertising for this type of package must not refer to “free” or “complimentary” alcohol products.

Advertising Materials

Manufacturers, distributors, and importers of liquor frequently offer brand name advertising materials to restaurants. Some materials may be provided without charge

Point-of-Sale Material. Point-of-sale materials generally do not have use beyond brand advertising. Examples are brand name signs, posters, banners, shelf strips, display bins, and table tents. Disposable items such as matches, brochures, and posters may be provided to restaurants. The retail licensee may then pass the items on to customers free of charge.

Permanent Point-of-Sale Material. Items such as neon signs, branded mirrors, and display bins, may be displayed at no charge to the retailer. Permanent POS must remain the property and the responsibility of the liquor supplier.

Some advertising materials must be sold.

Novelty advertising items. Novelty items generally have use other than brand advertising. Examples are chalk art, napkins, coasters, cups, glassware, utensils, clothing, pool table lights, trays, lighters, placemats, menus, equipment, and furniture.

Customized materials. Customized materials include banners, posters, table tents and other items that advertise retailer events such as grand openings, happy hours, hours of operations, Karaoke nights, Taco Tuesdays, and similar retailer slogans. (Banners that are not customized and only state the product name, product price, product size, and product information may be provided to restaurants without charge).

Advertising Events

Retailers may advertise events held at their premises but may not solicit or receive any advertising for these events from an alcohol manufacturer, importer, or distributor.

Manufacturers, importers, or distributors may not pay an independent party (such as a radio station) for any advertising of events held at a retailer’s business.

Advertising Assistance

Some advertising issues are very complex. The LCB has an Advertising Coordinator who is available to assist with any advertising questions at (360) 664-1725 or by email at scf@liq.wa.gov.

TACOMA POLICE OFFICER WINS NATIONAL AWARD

BY TRICIA CURRIER

Congratulations to the Tacoma Police Department and Officer Greg Hopkins, winners of the National Liquor Law Enforcement Association's 2003 John W. Britt Community Service Award.

Nominated by Liquor Control Board Chief of Enforcement Rick Phillips, Officer Hopkins was singled out for this award because of his leadership in working with the community to implement an alcohol impact area (AIA) in the Hilltop area of Tacoma. An AIA is an area that has experienced significant problems due to the presence of chronic public inebriation or illegal activity associated with alcohol sales or consumption.

An evaluation of Tacoma's AIA one year later by Washington State University's Social and Economic Sciences Research Center, revealed promising results such as:

- 35% decrease in emergency medical service incidents.
- 61% decrease in "Liquor in the Park" police service calls.
- 21% decrease in admissions to local detoxification center.
- Less trash and litter.
- Community residents feel safer and better about their neighborhood.

Without the persistence and leadership of Officer Greg Hopkins, the AIA may not have been implemented. The Tacoma AIA was the first LCB recognized AIA in the state. Officer Hopkins not only helped invent the process but also set the gold standard for other cities to follow in terms of process, community involvement, and documentation of the problems. Again, Congratulations, Officer Greg Hopkins.